

**Ms. Foundation for Women & Progressive Technology Project
REVERB, February 2013—Session #1 AGENDA**

Monday, February 25th

- 6pm** **Dinner**
- 7pm** **Dessert reception and icebreaker**
Consulting time for groups who want it

Tuesday, February 26th

- 8am** **Breakfast**
- 9am** **Welcome, introductions & REVERB program overview:**
- What we'll cover in the two trainings
 - How REVERB works
- 9:45am** **Icebreakers**
- 10:15am** **Communications essentials checklist spectrogram**
- 10:45am** **Break**
- 11am** **Discussion—Essential communications elements**
- 12:00-1:00** **Lunch**

Afternoon theme: Unpacking the essential online universe and the essential tools

- 1pm** **Intro—online universe session:** questions we'll try to answer over the course of the afternoon
- Why does the online world matter so much these days?
 - What are the essential elements and why?
 - How do they fit together
 - What are best uses/practices for each tool?
 - What are the primary audiences for each tool?

Peer sharing: What does your online work look like now?

- 1:30pm** **Unpacking the essential online universe**

Unpacking the tools

- 1:45pm** **Unpacking e-tools**
- 2:30pm** **Break**
- 2:45pm** **Unpacking websites**
- 3:30pm** **Unpacking Facebook**
- 3:50pm** **Unpacking Twitter**

- 4:30pm** **Going deeper on the tool of your choice:**
- Websites
 - E-tools
 - Facebook
 - Twitter
- 5:10pm** **Wrap up & evaluation**
- 6pm** **Dinner**
- 7pm** **Hands on—Twitter basics workshop**
Consulting time
- discussions with groups to help determine projects
 - sign up for time with resource team members

Wednesday, February 27th

- 8am** **Breakfast**
- 9am** **Peer sharing—How are you connecting your offline work with your online work?**
- Processes
 - People
 - Practices
- 9:30am** **Introduction to workflows**
- Why we think workflowing is a great way to help your planning in general
 - How you can use workflows to strengthen organizational practices
- 10:30am** **Break**
- 10:45am** **Workflow exercise**
- 11:30am** **Introduction to storytelling**
- 12pm** **Lunch**
- 12:45pm** **What's *your* organization's story?**
- 1:15pm** **Organizational story worktime**
- 2pm** **Testing your stories with the full group**
- 2:45pm** **Break**
- 3pm** **Inspiration: Obamacare story**
- 3:30pm** **Evaluation of training**
- 4pm** **Head home**